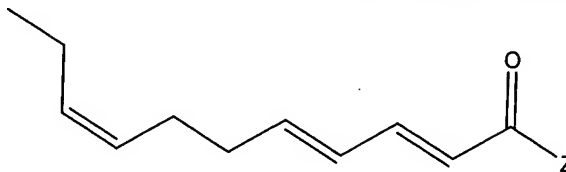
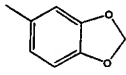


WHAT IS CLAIMED IS:

1. An E2,E4,Z8-undecatrienoic acid derivative defined according to the structure:



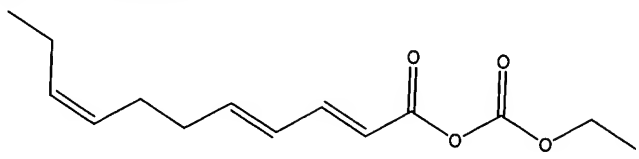
wherein Z represents $-OR''$ or $-NRR'$ with the provisos that when Z is $-OR''$, R'' is hydrogen, C_1-C_6 straight chain or branched-chain alkyl or C_3-C_6 straight chain or branched-chain alkenyl; and when Z is $-NRR'$, R represents, in the alternative, hydrogen, methyl or ethyl and R' represents methyl, ethyl, n-propyl, cyclopropyl, isopropyl, n-butyl, sec-butyl, isobutyl, 2-methylbutyl, cyclobutyl, , cyclopentyl or allyl.

2. The E2,E4,Z8-undecatrienoic acid derivative of claim 1 wherein Z is $-NRR'$, R is selected from the group consisting of hydrogen, methyl and ethyl and R' is selected from the group consisting of hydrogen and C_1-C_6 alkyl.
3. The E2,E4,Z8-undecatrienoic acid derivative of claim 2 wherein Z is $-NRR'$, R is hydrogen and R' is isobutyl.
4. The E2,E4,Z8-undecatrienoic acid derivative of claim 2 wherein Z is $-NRR'$, R is methyl and R' is methyl.
5. The E2,E4,Z8-undecatrienoic acid derivative of claim 1 wherein Z is $-OR''$ and R'' is selected from the group consisting of hydrogen and methyl.

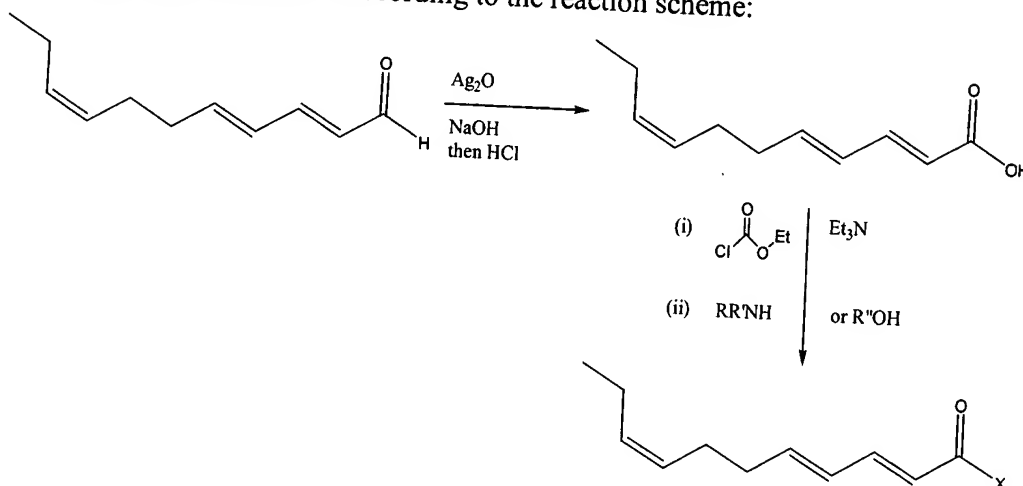
6. A process for augmenting, enhancing or imparting an aroma, taste or somatosensory effect to a consumable material selected from the group consisting of a foodstuff, a beverage, a chewing gum, an oral care product, a nasal care product, a cologne, a skin care product, a hair care product, a topical cosmetic product and a medicinal product comprising the step of adding to said consumable material a taste, aroma or somatosensory effect augmenting, enhancing or imparting quantity and concentration of at least one E2,E4,Z8-undecatrienoic acid derivative defined according to claim 1.
7. A process for augmenting, enhancing or imparting an aroma, taste or somatosensory effect to a consumable material selected from the group consisting of a foodstuff, a beverage, a chewing gum, an oral care product, a nasal care product, a cologne, a skin care product, a hair care product, a topical cosmetic product and a medicinal product comprising the step of adding to said consumable material a taste, aroma or somatosensory effect augmenting, enhancing or imparting quantity and concentration of at least one E2,E4,Z8-undecatrienoic acid derivative defined according to claim 2.
8. A process for augmenting, enhancing or imparting an aroma, taste or somatosensory effect to a consumable material selected from the group consisting of a foodstuff, a beverage, a chewing gum, an oral care product, a nasal care product, a cologne, a skin care product, a hair care product, a topical cosmetic product and a medicinal product comprising the step of adding to said consumable material a taste, aroma or somatosensory effect augmenting, enhancing or imparting quantity and concentration of at least one E2,E4,Z8-undecatrienoic acid derivative defined according to claim 3.
9. A process for augmenting, enhancing or imparting an aroma, taste or somatosensory effect to a consumable material selected from the group consisting of a foodstuff, a beverage, a chewing gum, an oral care product, a nasal care product, a cologne, a skin care product, a hair care product, a topical cosmetic product and a medicinal product comprising the step of adding to said consumable material a taste, aroma or somatosensory effect augmenting, enhancing or imparting quantity and concentration of at least one E2,E4,Z8-undecatrienoic acid derivative defined according to claim 4.

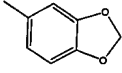
10. The process of claim 6 wherein the consumable material is selected from the group consisting of a hard candy, a beverage and a toothpaste.
11. The process of claim 7 wherein the consumable material is selected from the group consisting of a hard candy, a beverage and a toothpaste.
12. The process of claim 8 wherein the consumable material is selected from the group consisting of a hard candy, a beverage and a toothpaste.
13. The process of claim 9 wherein the consumable material is selected from the group consisting of a hard candy, a beverage and a toothpaste.
14. A process for preparing a 2,4,8-undecatrienoic acid derivative comprising the steps of first oxidizing E2, E4, Z8-undecatrienal with silver(I)oxide in aqueous alkali metal hydroxide media; then acidifying the resulting product thereby forming E2, E4, Z8-undecatrienoic acid; then reacting the resulting acid with an alkyl haloformate in admixture with a tertiary amine base in order to form an intermediate; then reacting the intermediate with either (a) an amine having the formula $RR'NH$ thereby forming a E2, E4, Z8-undecatrienoic acid amide or (b) an alcohol having the formula $R''OH$ in order to form a E2, E4, Z8-undecatrienoic acid ester where R'' is C_1-C_6 straight chain or branched-chain alkyl or C_3-C_6 straight chain or branched-chain alkenyl.

15. The process of claim 14 wherein the alkyl haloformate is ethyl chloroformate, and the intermediate has the structure:



16. The process of claim 15 according to the reaction scheme:



wherein X is $-\text{OR}''$ or $-\text{NRR}'$ with the provisos that when X is $-\text{OR}''$, R'' is $\text{C}_1\text{-C}_6$ straight chain or branched-chain alkyl or $\text{C}_3\text{-C}_6$ straight chain or branched-chain alkenyl; and when X is $-\text{NRR}'$, R represents, in the alternative, hydrogen, methyl or ethyl and R' represents methyl, ethyl, n-propyl, cyclopropyl, isopropyl, n-butyl, sec-butyl, isobutyl, 2-methylbutyl, cyclobutyl, , cyclopentyl or allyl.

17. The compound having the structure:

